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AUTHOR Chen, Milton
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ABSTRACT

This book is a practical, accessible guide for parents on the use of television with children in today's media-focused world. It offers parents practical techniques and strategies to take control of the types of programs and amounts of television their children watch. Parts 1 and 2 of the book contain views on parenting in general and some background on television commercial content and messages. Parts 3 and 4 discuss how parents can take control of family viewing through a family TV diet and connect educational shows with other learning experiences. Part V looks at other media, such as computers and video games, and at how to apply the book's general ideas to current and future electronic media that are used in the home. Some questions addressed in the guide are: (1) how much TV is too much; (2) is television violence giving kids the wrong message; (3) is there educational value in cartoons; (4) can television viewing shorten a child's attention span; (5) are TV stars healthy role models for kids; (6) does TV inhibit children's reading skill development; (7) is the government doing anything to improve the quality of television programming; (8) how do parents make TV an educational experience for the whole family; and (9) what impact will future technology have on children. The guide contains 48 references and a resource guide listing selected organizations, print materials, and videos that can help parents become more active consumers of children's television. (TJQ)

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